

Message Text

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ACTION EB-07

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SUBJECT: PRC SILK PRODUCTS MINI-FAIR

REF: PEKING 1301

SUMMARY: ACCORDING TO PRC TRADE OFFICIALS, THE TALIE
SILK PRODUCTS MINI-FAIR WHICH CLOSED AUGUST 5 WAS A COM-
MERCIAL SUCCESS. CALLED SIMPLY - A "NEGOTIATING SESSION"
AND NOT A "FAIR", BY THE CHINESE , THE EVENT WAS HELD AT A
HOTEL JUST OUTSIDE THE CITY. THERE WERE NO DISPLAYS AND
TRADERS WERE ASKED TO MAKE THEIR SELECTIONS FROM CLOTH
SWATCHES. OVER 400 BUSINESSMEN FROM 14 COUNTRIES, IN-
CLUDING REPRESENTATIVES FROM FIVE U.S. FIRMS, TOOK PART.
END SUMMARY

1. AN ESTIMATED 400 FOREIGN BUSINESSMEN,
INCLUDING REPRESENTATIVES OF FIVE AMERICAN FIRMS, ATTEND-
ED THE CHINESE SILK PRODUCTS "NEGOTIATING SESSION" IN
TALIE FROM JULY 22 TO AUGUST 5. NOT EXACTLY A "MINI-
FAIR", THE EVENT TOOK PLACE AT A TALIE HOTEL JUST OUT-
SIDE THE CITY WHERE VISITORS TO THE SESSION WERE ALSO
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HOUSED. THE SESSION WAS SPONSORED BY THE SILK PRODUCTS

DEPARTMENT OF THE CHINA NATIONAL TEXTILE IMPORT AND EXPORT CORPORATION, BUT IN AN UNUSUAL TWIST, THE TALIEEN BRANCH OF THE CHINA NATIONAL CEREALS OILS AND FOODSTUFF CORPORATION ALSO TOOK PART.

2. ACCORDING TO REPORTS FROM SEVERAL WESTERN BUSINESSMEN WHO ATTENDED, THERE WERE NO DISPLAY AREAS AND NEGOTIATIONS WERE CONDUCTED IN ROOMS SPREAD OUT OVER SIX FLOORS OF THE HOTEL. ONLY SILK AND SYNTHETIC (MOSTLY RAYON) TEXTILES WERE ON SALE AND TRADERS WERE ASKED TO MAKE THEIR SELECTIONS FROM ALBUMS OF CLOTH SWATCHES. NO GARMENTS WERE OFFERED OR TEXTILES MADE FROM OTHER MATERIALS. PRICES WERE SIMILAR TO THOSE OFFERED AT THE SPRING CANTON FAIR, AND BUSINESS APPEARED BRISK. MADAME HAN FANG-YU OF CHINATEX STATED TO A USLO OFFICER AUGUST 2 THAT THE SESSION HAD BEEN A COMMERCIAL SUCCESS, BUT DECLINED TO GIVE A FIGURE FOR TOTAL SALES, AS DID OFFICIAL IN TALIEEN.

3. OF THE SEVEN U.S. FIRMS WHICH WERE SENT INVITATIONS, FIVE COMPANIES INCLUDING WELLMAN, INC., WHITING MANUFACTURING CORP., BLUM INTERNATIONAL, THREDEX, AND FIRST NATIONAL TRADING, SENT REPRESENTATIVES. NO ESTIMATE IS AVAILABLE FOR TOTAL U.S. PURCHASES, BUT REPRESENTATIVES OF BLUM AND WELLMAN SAID THEY EACH BOUGHT ABOUT \$50,000 OF SILK. ROSS WHITING OF THE WHITING MANUFACTURING CORP. SAID HE DID NOT DO BUSINESS IN TALIEEN. THE AMERICANS WERE WARMLY RECEIVED BY CHINATEX. MOST AGREED THAT THE FAIR MADE THE LONG TRIP TO TALIEEN (17 HOURS BY TRAIN FROM PEKING) WORTH THE EFFORT.

4. AMONG THE 14 COUNTRIES REPRESENTED, THE LARGEST CONTINGENT OF TRADERS (ABOUT 70 PERCENT) CAME FROM JAPAN, BUT FIRMS FROM CANADA, WESTERN EUROPE, AND THE ARAB STATES ALSO TOOK PART. WHILE THE SESSION WAS PRIMARILY AIMED AT BOOSTING SALES TO JAPAN, THE CHINESE OFFERED SEVERAL REASONS FOR CHOOSING TALIEEN AS A SITE. ACCORDING TO SOME CHINESE, OFFICIALS, THE EVENT WAS HELD IN TALIEEN TO BOOST SAGGING SALES OF TUSSAH LIMITED OFFICIAL USE

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SILK, WHICH IS MOSTLY PRODUCED IN THE NORTHEAST. OTHER OFFICIALS SAID SIMPLY THAT TALIEEN OFFERED THE DUAL ADVANTAGES OF COOL SUMMER WEATHER AND AN EMPTY HOTEL.

5. DESPITE THE FAIR'S UNUSUAL SETTING AND FORMAT, MOST OF THE BUSINESSMEN INTERVIEWED SAID THEY ENJOYED THE EXPERIENCE; ADDING THAT THE OPPORTUNITY FOR PERSONAL

CONTACT WITH THE CHINESE AND NOT ANTICIPATED PURCHASES WAS THEIR MAIN REASON FOR ATTENDING. TRANDER SAID THE SESSION'S RELAXED ATMOSPHERE PROVIDED TIME FOR THOROUGH DISCUSSIONS OF BUSINESS PROBLEMS, WHICH THEY FELT WAS IMPORTANT FOR DEVELOPING THEIR LONG-TERM BUSINESS RELATIONSHIPS WITH CHINA.

6. FOR INFORMATION OF DEPARTMENT OF COMMERCE, A SIMILAR GARMENT FAIR NOW BEING HELD IN PEKING FOR JAPANESE AND HONG KONG BUYERS ONLY.
BUSH

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